



**NOTICE OF A SPECIAL MEETING OF THE COMMON COUNCIL
OF THE TOWN OF CLARKDALE
Tuesday, February 16, 2021 at 9:00 A.M.**

Join Zoom Meeting

<https://us02web.zoom.us/j/82355292565?pwd=K0tmSGJYcV VXbFFyTmtxY3R0bHowUT09>

Meeting ID: 823 5529 2565

Passcode: 573523

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PURSUANT TO A.R.S. §38-431.02, NOTICE IS HEREBY GIVEN to the members of the Common Council of the Town of Clarkdale and to the general public that the Town of Clarkdale Common Council will hold a Special Meeting open to the public on **Tuesday, February 16, 2021 at 9 a.m. via Zoom Video Conference.** Members of the Clarkdale Common Council will attend either in person or by telephone, video or internet conferencing. Pursuant to A.R.S. §38-431.03, the Council may vote to recess the meeting and move into Executive Session on any item, which will be held immediately after the vote and will not be open to the public. Upon completion of Executive Session, the Council may resume the meeting, open to the public, to address the remaining items on the agenda.

Supporting documentation and staff reports furnished to the Council with this agenda are available for review on the Town website at www.clarkdale.az.gov and the Town Clerk's Office.

The undersigned hereby certifies that a copy of this notice was duly posted on the Community Development Building bulletin board, located at 890 Main Street, Clarkdale, Arizona on February 12, 2021 at 1:00 p.m.

Mary Ellen Dunn

MARY ELLEN DUNN
TOWN CLERK

As a reminder, if you are carrying a cell phone, electronic pager, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to this meeting.

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

Town Council:

Mayor Robyn Prud'homme-Bauer

Vice Mayor Debbie Hunseder

Councilmember Bill Regner
Councilmember Marney Babbitt-Pierce
Councilmember Lisa O'Neill

Town Staff:

Town Manager Tracie Hlavinka
Utilities/Public Works Director Maher Hazine
Police Chief Randy Taylor
Interim Finance Director Rob Sweeney
Community Services Manager Joni Westcott
Community Development Director Ruth Mayday
Human Resources Manager Annie Oddonetto
Town Clerk Mary Ellen Dunn

NEW BUSINESS

STRATEGIC PLANNING WORKSESSION – The Town Council, Town Manager and Department Heads will engage in their annual Strategic Planning Session, which will include updates on prior goals and objectives, discussion of key current issues facing the Town, and prioritization of goals for the next two years.

ADJOURNMENT

Persons with a disability may request reasonable accommodations by contacting the Town Hall at 639-2400 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

Agenda Schedule

STRATEGIC PLANNING MEETING

February 16, 2021

Zoom Video Conference

9:00 – 9:05 am	Welcome and Introductions
9:05 – 9:15 am	Review Meeting Objectives
9:30 – 10:30 am	Review Vision & Mission Statements
10:30 – 10:45 am	Break
10:45 am	Update on 2020 Work Plan Accomplishments (4th Qtr. Update)
11:45 am – 1:15 pm	Lunch Break
1:15 pm	Future Goals and Opportunities, presented by Town Manager, Department Heads and Town Council
3:00 – 3:15 pm	Break
3:15 - 4:00 pm	Wrap-Up

Vision and Mission Statements

The Clarkdale Town Council met during their Annual Strategic Planning Meeting on November 5, 2019 and discussed the Vision and Mission for the Town of Clarkdale. It was decided that the statements would remain. These statements were originally adopted by the Town Council in 2011.

Please be prepared to discuss these statements at the Strategic Planning Meeting on February 16, 2021.

Mission - Clarkdale's Mission should reflect today and our focus for the next 12 to 18 months. It is the reason for the existence of the organization, and what the organization is providing in pursuit of its Vision. Clarkdale's Mission is:

**We provide visionary, innovative, sensible governance;
responsible and resourceful delivery of services;
and a sustainable quality of life in an engaged community of citizens and enterprises.**

Vision - The Vision for any organization is used to describe the desired long-term results of the organization. The Vision should look ahead, at least five (5) to ten (10) years in the future. The result was Clarkdale's Vision:

A Place That Makes Sense

Work Plan—Goals and Objectives



DRAFT

TOWN COUNCIL WORK PLAN FY 2021 Goals and Objectives

TOWN COUNCIL VISION STATEMENT
A Place That Makes Sense

GOAL 1) ENHANCE THE QUALITY OF LIFE FOR CLARKDALE RESIDENTS

A. Update the 2022 General Plan

1. Re-evaluate criteria for proper use within each focus area for the Planning Commission and Design Review Board.

a. Evaluate approved uses for the Bitter-Creek Industrial Area during the General Plan 2022 review.

2. Continue to host Public Participation meetings for the Public Participation Process as a requirement of the General Plan process.

ALL DEPARTMENTS AND TOWN COUNCIL

B. Continue to support the Clarkdale Downtown Business Alliance (CDBA)

1. Attend the Clarkdale Downtown Business Alliance meetings to assist with event logistics and Town policies.

2. Provide assistance, when necessary, for CDBA block parties, Clarktoberfest, Car Show and other community events.

PARKS AND RECREATION, COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER

C. Provide opportunities to promote “healthy community” recreation concepts

1. Secure grant funding and community partners for the development of Selna/Mongini Park.

2. Initiate development of connective bike and walking trails within Clarkdale to community parks, the Verde River and local businesses.

3. Promote Clarkdale active recreational features within the town on a regular basis through social media.

4. Evaluate the development of bike lanes during new or reconstruction of roadways for better connectivity.

PARKS AND RECREATION, COMMUNITY DEVELOPMENT, AND PUBLIC WORKS

- D. Promote health and safety for the community.
1. Review the current Code of Ordinances.
 2. Conduct neighborhood clean-ups when feasible.
 3. Research and implement a Helping Hands Program.

ALL DEPARTMENTS AND TOWN COUNCIL

- E. Bring more awareness to the trail systems within Clarkdale and show connectivity to future trail systems.
1. Produce a map showing trails and future connectivity.
 2. Put trails map on Town website.
 3. Place map of trail system on kiosks at Lower TAPCO and Tuzi RAP.
 4. Continue to work with the Verde Front Trails Working Group to promote connectivity to other (with) communities.

PARKS AND RECREATION AND COMMUNITY DEVELOPMENT

- F. Plan major infrastructure improvements

1. Partner with APS and Unisource for marketing and funding opportunities.
2. Apply for ACA and USDA Rural Development Funding
3. Begin discussions with YAN, Salt River Pima and Town Council regarding Cement Plant Road improvements.
4. Create the 2021-2026 Capital Improvement Plan (CIP) to identify projects that meet the strategic plan and maintains existing assets.
 - a. Town Council will adopt Year 1 of the CIP with known funding sources according the Town budget.

COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL

5. Provide written scope and recommendations for Town Council consideration to engage a detailed Impact Fee Study.

PUBLIC WORKS, FINANCE, COMMUNITY DEVELOPMENT, TOWN MANAGER AND TOWN COUNCIL

GOAL 2) CONTINUE LEADERSHIP ROLES IN COLLABORATIVE EFFORTS IN THE REGION AND STATE

- A. Continue regional economic development efforts with Verde Valley Regional Economic Development Organization (VVREO), Local First Arizona, Arizona State University Sustainable Cities, Arizona Rural Development Council, Verde Front, Friends of the Verde River, Yavapai College and other community partners.

ALL DEPARTMENTS

- B. Meet with Yavapai-Apache Nation (YAN) Tribe quarterly for more efficient and effective services.

- C. Schedule a joint meeting with the Clarkdale Town Council and the Yavapai-Apache Council to discuss common goals.

POLICE DEPARTMENT, TOWN MANAGER AND TOWN COUNCIL

- D. Continue partnerships with Clarkdale-Jerome School, PANT, Spectrum, Yavapai County Sheriff, Regional SWAT, Jerome Police Department, Camp Verde Regional Dispatch, Yavapai Apache Police Department, Yavapai College Police Department, GIITEM, Cottonwood Police Department, Spectrum Health Group, Governor's Office of Highway Safety, Department of Public Safety, Northern Arizona Regional Training Academy (NARTA), MAT Force, Yavapai Mental Health Criminal Justice Coalition, and Arizona State University (ASU).

POLICE DEPARTMENT

- E. Continue efforts to partner with the Verde Canyon Railroad.

PARKS AND RECREATION, PUBLIC WORKS AND TOWN MANAGER

- F. Continue to attend Yavapai County Mayors, Managers, Supervisors, Nation biannual meetings and Intergovernmental Meetings.

TOWN MANAGER AND TOWN COUNCIL

- G. Continue Clarkdale representation at regional organizations such as Northern Arizona Municipal Water Users Association (NAMWUA), Northern Arizona Council of Governments (NACOG), Verde Valley Transportation Planning Organization (VVTPO) and Cottonwood Area Transit (CAT).

PUBLIC WORKS AND TOWN COUNCIL

GOAL 3) RECOGNIZE AND PRESERVE CLARKDALE'S HISTORY

- A. Apply for a "Certified Local Government" designation from the State Historic Preservation Office.
- B. Development and implementation of a Historic Preservation Ordinance.
1. Continue to preserve the historic integrity of the Town Complex facilities to maintain the historic nature of the structures, as identified in the multi-year Capital Improvement Plan (CIP).
 2. Continue to support community partners and their historic preservation efforts.

COMMUNITY DEVELOPMENT, PARKS AND RECREATION, PUBLIC WORKS AND TOWN MANAGER

GOAL 4) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES

- A. Explore and design an Employee Wellness Program.
1. Partner with Kairos to develop wellness checks/fair
 2. Continue communication with Risk Management for resources
 3. Develop wellness opportunities for staff throughout the year.

HUMAN RESOURCE DEPARTMENT

- B. Continue Police Department focus on mental and physical health.

1. Continue and conduct Annual Physical Training Testing.
2. Maintain membership to the responder first program.
3. Continue biennial mental health first aid for first responders training.
4. Increase the department crisis intervention trained personnel to meet the International Crisis Intervention Standard.

POLICE DEPARTMENT

- C. Continue the Annual Chili Cook-off.
 - 1. Identify additional opportunities for staff recreation and appreciation.
 - D. Increase employee communication through intranet opportunities.
 - 1. Research alternate communication options to address remote workforce and field staff.
 - E. Continue Mandatory Meetings with staff to communicate important information.
 - F. Implement NovaTIME electronic timekeeping system.
 - 1. Transition to paperless Time Off Request process through NovaTIME.
- HUMAN RESOURCES AND TOWN MANAGER*

GOAL 5) MAINTAIN TRANSPARENCY

- A. Update Financial Operations Guide (FOG), Town and Zoning Code where applicable.
 - 1. Update the FOG for uniformed requirements regarding cash management – disbursement.
 - 2. Update the Town Procurement Policy to include best practices.
 - 3. Update the section for Business License in the Zoning Code to reflect the current A.R.S.

FINANCE DEPARTMENT, COMMUNITY DEVELOPMENT AND TOWN CLERK

- B. Develop a Work Plan with Town staff and the Town Strategic Plan 2021
 - 1. Put Strategic Plan on Town website.
 - 2. Continue quarterly updates to Town Council on Work Plan objectives and Strategic Plan goals.

ALL DEPARTMENTS

- C. Implement new policies and procedures for Town Council and Staff.
 - 1. Review current and draft new Town policies.
 - 2. Draft department SOPs for current procedures and future employees.
 - 3. Develop social media policies for Town Council.

ALL DEPARTMENTS

- D. Create and host a Clarkdale Civic Academy, Clarkdale Youth Advisory and Citizen Police Academy.
 - 1. Create sessions for residents and students to attend for information and opportunities.
 - 2. Work with the Clarkdale-Jerome, Cottonwood Oak Creek and Mingus Union to develop a Youth Advisory Group.

ALL DEPARTMENTS

GOAL 6) ENHANCE MARKETING, COMMUNICATION AND ECONOMIC DEVELOPMENT FOR CLARKDALE

- A. Continue social media outreach to increase public awareness regarding Town meetings, events, activities and facility rentals.
1. Continue the social media presence on Facebook, Twitter, Instagram and new social media platforms.
 2. Evaluate social media policies for Town Staff and Town Council.
 3. Assess facility rental rates and marketing opportunities.
 - a. Gather data to access the true and complete cost associated with facility rental.
 - b. Develop new rate structure to cover the cost of doing business.
 - c. Develop a marketing strategy to increase rentals.
 - d. Use technology to create user friendly options for public use.

PARKS AND RECREATION, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL

- B. Continue to operate the Verde River at Clarkdale as a tourist opportunity.
1. Design and construct restroom facilities at Lower TAPCO with grant funding from the Friends of the Verde River.
 2. Develop a site plan for Tuzigoot to include a kiosk, entrance gate, and additional parking.
 3. Continue to evaluate the outfitter program as a sustainable enterprise.
 4. Continue the Ambassador Program to assist permitted outfitters and individuals at the RAPs.

PARKS AND RECREATION, POLICE DEPARTMENT, PUBLIC WORKS, TOWN MANAGER AND COUNCIL

- C. Continue to explore the feasibility of Broadband in Clarkdale
1. Continue the partnership with VVREO and other municipalities to secure grant funding for broadband infrastructure.
 2. Work with ASU Sustainable Cities EPIC students to develop a master list of grant opportunities for the Verde Valley.

COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER

- D. Provide water/wastewater infrastructure along 89A for future residential and commercial growth.
1. Review feasibility study and evaluate current infrastructure.
 2. Work with consultant engineer to devise plan for future infrastructure on 89A Corridor.
 3. Present findings to Town Council and discuss recommendations.

PUBLIC WORKS

- E. Continue to work with resources to assist with economic development opportunities in the downtown area, on the 89 Bypass and Broadway
1. Work with Elliot D. Pollack & Company, ASU and VVREO to explore housing adequacies and opportunities for Clarkdale.

2. Implement the Downtown Parking Study adopted by the Town Council for the downtown area.
3. Partner with APS and Arizona Highways to market Clarkdale
 - a. Work with Arizona Highways to film a segment of the Downtown area and local wineries to promote Clarkdale in the spring of 2021.

COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER

GOAL 7) STRIVE TO MEET SUSTAINABLE DEVELOPMENT WHICH INCLUDES SOCIAL EQUALITY, ENVIRONMENTAL PROTECTION, CONSERVATIONS OF NATURAL RESOURCES AND STABLE ECONOMIC GROWTH.

- A. Ensure availability and sustainable management of water and sanitation.
 1. Conduct a Reclaimed Water Feasibility Study to assist with finding a reclaimed water user and reduce the amount of potable water use.
 2. Continue to work with Friends of the Verde River to improve the Watershed Report Card metric by collaborating with other municipalities to find solutions to River Friendly Living.
- B. Work with ASU EPIC students to explore short-term and long-term goals for providing internet to students in areas with unserved or underserved abilities.
- C. Continue to address affordable housing in the Verde Valley.

COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER

Future items:

1. Partner with Freeport McMoRan to develop a river restoration plan that could incorporate a “white water” park within the Verde River.
3. Secure grant funding to assist with design and construction of the “white water” park.
4. Develop Upper TAPCO river access point for limited use for permitted outfitters and special event permit holders.
5. Explore opportunities for the Tribe to assist with SRO services.
6. Disseminating messages (email or text) and receiving questions or feedback.
7. A “Town Hall” – Livable Clarkdale: include an open house with displays, keynote speaker, dinner buffet, small group discussions, and a wrap-up session.

4th Update to Adopted Work Plan



Adopted 2-11-2020

TOWN COUNCIL WORK PLAN FY 2020 Goals and Objectives

TOWN COUNCIL VISION STATEMENT
A Place That Makes Sense

GOAL 1) ENHANCE THE QUALITY OF LIFE FOR CLARKDALE RESIDENTS

A. Update the 2022 General Plan

1. Create a General Plan Update Committee **Complete**

The Town Council provided possible appointees to the General Plan Committee (GPC). The Council approved appointment to the GPC on February 25, 2020.

Staff has been making monthly presentations regarding the General Plan Committee during Town Council Meetings. Staff provided this information to Council on May 12 and June 23, 2020.

Staff made a presentation to the Town Council regarding General Plan Updates on July 28, 2020 and October 27, 2020.

Staff will make a presentation at the April 27, 2021 Town Council Meeting.

1. Evaluate approved uses for the Bitter-Creek Industrial Area during the General Plan 2022 review.

This will be reviewed as part of the economic development element in the General Plan. The Zoning Code now includes marijuana establishments and testing facilities as an allowed use in the Industrial Area.

2. Re-evaluate criteria for proper use within each focus area for the Planning Commission and Design Review Board. **In Progress**

General Plan Committee has recommended adoption of Chapters 5 and 6 of the Design Principles and Guidelines for the Town of Clarkdale's Downtown District and 89A Commercial Corridor document to replace existing Focus Area Plans for Downtown and the SR 89A corridor respectively.

3. Adopt a Public Participation Plan and host public input meetings for the Public Participation Process. **Complete**

The Public Participation Plan was approved by the Town Council during the February 25, 2020 Town Council Special Meeting.

ALL DEPARTMENTS AND TOWN COUNCIL

B. Continue to support the Clarkdale Downtown Business Alliance (CDBA)

1. Attend the Clarkdale Downtown Business Alliance meetings to assist with event logistics and Town policies. **In Progress**

Joni Westcott, Maher Hazine, Ruth Mayday and Tracie Hlavinka attended the CDBA meetings on February 4, 2020 and March 3, 2020. April's CDBA Meeting was cancelled due to COVID-19 and business closures. Staff attended a CDBA a meeting conducted via Zoom on May 5, 2020.

Since COVID-19, staff has been attending the CDBA meetings via Zoom. Meetings were held on May 5, June 2 and July 7, 2020.

CDBA meetings started back in November. Staff has attended to assist with guidance on public gatherings and COVID related protocols for businesses staying open. The CDBA donated \$1,500 to assist with the purchase of LED holiday lights in the Downtown area.

Staff continues to work with CDBA regarding downtown revitalization and other issues. Staff attended the August 4, 2020, October 6, 2020, November 3, 2020, and December 1, 2020 meetings, and the January 4, 2021 and February 2, 2021 meetings via Zoom.

2. Provide assistance, when necessary, for CDBA block parties, Clarktoberfest, Car Show and other community events. **In Progress**

Staff assisted the CDBA with the Clarkdale Car Show held on March 15, 2020. Several staff members also attended the event and sampled chili. Congratulations to Main Street Grill for bringing the trophy back to Clarkdale. During the COVID-19, Stay Home, Stay Healthy, Stay Connected Order from the Governor, staff has provided information to the CDBA and some individual businesses for business relief efforts.

Staff communicated the Safe, Clean and Ready campaign to all businesses within Clarkdale. Posters and cling stickers were provided to all businesses. Staff has continued to assist with information. All of the CDBA events have been canceled through September due to Governor Ducey's Executive Order 2020-49.

Staff has been providing "shop local" ads through social media to promote the support of local businesses. This option is available to all Clarkdale businesses that provide their information to the Town's Social Media team. In addition, staff has promoted new business openings (Smelter Town Brewery, Park Hotel) and business expansions (Violette's).

Staff has continued to attend CDBA meetings via Zoom or in person depending on the meeting platform.

- 2021 Clarkdale Car Show is being planned but with serious modifications due to COVID 19. Cancellation may be in order depending on status closer to the event.
- CDBA offered financial support back to the Town for holiday lighting (\$1,500)

Staff met with the CDBA on January 5, 2021, to advise the organization of the obstacles to hosting the Car Show this year. Staff also attended the meeting on February 2, 2021, to announce to the Downtown Businesses that Arizona Highways would be filming their television series in the area late March or April. They will be filming the downtown

specifically and some of the town's wineries. It is anticipated to increase business once the segment airs on television.

Staff continues to support our businesses through "shop local" efforts by promoting in Small Talk and on the Town's social media platforms.

PARKS AND RECREATION, COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER

C. Provide opportunities to promote "healthy community" recreation concepts

1. Develop first phase of Selna/Mongini Park with a walking trail system and community garden by securing grants and community partners as well as the use of designated funds approved by Council. **In Progress**

Arizona Community Foundation (ACF) Sedona Grant Application was completed the week of April 13, 2020. If the grant is fully funded it would provide \$10,000 for the construction of the educational water feature at Selna/Mongini Park. This is the second of two (2) grant opportunities through Arizona Community Foundation. The first was ACF Yavapai County for \$20,000. Award announcements will come late June or early July.

Grants totaling \$7,000 have been awarded for the Selna Mongini Park Water Flow Feature project. Staff will seek additional grants and donations for the project.

Freeport McMoRan has informed the Town that the remediation project for Selna Mongini will be delayed by at least 1 year. Staff will be taking a closer look into the possibility of improving the park for the short term.

Per the proposed 1st Phase for the Selna/Mongini Park, the parking area off of 7th Street has been paved and striped. Additionally, a restroom building (metal building) was purchased and has been delivered. Staff will be starting the design of the facility.

The recent Parks and Recreation survey indicated the community's desire for more trails for walking, hiking, biking. Trail grant searches have been a large focus of Parks & Recreation and Community Development departments. Staff will apply for grants offered by Arizona State Parks and Trails. A call out to the public has taken place to create a volunteer trails group that will assist with trail clean up and minor maintenance on our current trails.

Staff has begun the process of applying for the Arizona State Parks, Land and Water Conservation Fund grant to complete the needed funding for Selna/Mongini Park. This grant requires a 50/50 match which staff is working to secure prior to grant submission.

Parks and Recreation staff initiated a "I Love My Parks & Trails" volunteer program with the kick-off event happening in September at Selna/Mongini Park for a clean-up/improvement day.

Staff has had to holding off on the ASPT grant for trail development due to need for property owner approval. Staff has more work to do on this when time allows, in the meantime, Crystal Springs Trail has received emphasized focus as volunteers have been assisting with preparing the trail for public use.

Staff received pre-approval to proceed with the Arizona State Parks, Low Water Conservation Fund Grant application regarding the renovation of Selna/Mongini Park. A

presentation was made at the February 9, 2021, Town Council meeting where the Council approved the staff making a formal submission for the grant. Volunteer grant coordinator, Felicia Coates, has been assisting with the grant process. A landscape architect has been secured to aid in a detail design of the park. Currently, matching grant funds are being secured to make the 50% match required for the grant.

Staff is also applying for the Arizona Community Foundation – Yavapai grant for the educational water flow feature proposed for Selna/Mongini Park.

2. Initiate development of connective bike and walking trails within Clarkdale to community parks, Verde River and local businesses. **In Progress**

Bike lanes will be a specific discussion during the General Plan Updates. This very subject was a part of the ASU Sustainable Cities Showcase presentation on April 29. Conversations regarding trails continue with Verde Front Working Trails Group, Parks & Recreation, and Community Development Department to map out the best trail connections. Potential trail routes have been proposed to and approved by the Parks & Rec Commission.

Staff has mapped out trails that can connect to other trails and communities and is moving forward with permissions, as well as grant opportunities needed to proceed.

Volunteers have assisted with maintenance on the Crystal Springs Trail, preparing for public use. CDD staff has been working with Verde Front and other trails groups to design regional long-range connectivity as part of the General Plan.

3. Promote Clarkdale parks with active features on a more regular basis through social media. **In Progress**

360-degree views of each park are being produced for website and social media promotion.

The damaged pickleball equipment at Centerville Park has been replaced. The opening of Copper Penny Park has also taken place. When the Governor lifted the Stay at Home Order, these parks were promoted on the Town website and social media.

360-degree images of parks are available on the website and social media promotion encourage the public to visit the parks will include these images also. In addition, promotion of Town Park Wi-Fi, PFD loaner jackets, pickleball and improvements at Selna/Mongini Park have been shared on social media.

Playground equipment located at Centerville Park was damaged by vandalism. A replacement has been ordered and will be installed in the near future. Once the new equipment is complete, staff will promote on the Town's social media.

4. Develop bike lanes on exist roadways for better connectivity. **In Progress**

This will be implemented as part of the roadway improvements proposed for May and June. This includes Clarkdale Parkway, Old Jerome Hwy, Main Street, Broadway. Centerville Road.

Bike lanes have been introduced on Clarkdale Parkway coming down from the 89A round-a-bout and on Broadway. These bike lanes narrow the roadway for motorist, which assists in slowing down traffic for the safety of all.

PARKS AND RECREATION, COMMUNITY DEVELOPMENT, AND PUBLIC WORKS

D. Continue to operate the Verde River at Clarkdale as a tourist opportunity.

1. Partner with Freeport McMoRan to develop a river restoration plan that could incorporate a “white water” park within the Verde River.

The Town Manager has broached the project with Freeport. At this time, all extra projects with Freeport are on hold due to the pandemic.

The new Mayor and Town Manager met with Freeport on December 14, 2020, via Teams to make introductions and discuss current and future projects. This project has been put on hold until Freeport has determined it is time to remove the breached dam in the Verde River.

2. Secure grant funding to assist with design and construction of the “white water” park. Freeport McMoRan has not applied for any permits to allow for the dam to be removed at this time. They have postponed all extra projects due to the pandemic.

3. Develop Upper TAPCO river access point for limited use for permitted outfitters and special event permit holders.

The Town Manager and the Mayor met with Freeport McMoRan and the Wildlife Habitat Council to discuss the Verde River and the effects of implementing another access point on the Verde River at Upper TAPCO. This meeting also consisted of providing information to the Wildlife Habitat and Clarkdale's commitment to sustaining the Verde River.

Freeport McMoRan has put all extra projects on hold during the pandemic.

Mayor and Town Manager and Freeport McMoRan met December 14, 2020, to introduce the new Mayor and discuss current operations. Due to some recent changes in staff for Freeport, discussion regarding the “white water” park and Upper TAPCO are still on hold.

4. Design and construct restroom facilities at Lower TAPCO with grant funding from the Friends of the Verde River. **In Progress**

Restroom facility was delayed due to COVID-19. We will restart the efforts in May.

Design for the restroom facility at TAPCO have begun along with soil analysis for the onsite septic system.

Staff had to delay this project due to other priorities, but has reinitiated the effort recently to complete this project before the spring kayak season.

PARKS AND RECREATION, PUBLIC WORKS, TOWN MANAGER AND COUNCIL

E. Review the current Code of Ordinances and make revisions according to health and safety.

This was a concerted effort from Community Development and the Town Clerk. The Chapter 11 updates were presented to the Town Council and approved on February 25, 2020. Staff has recently begun reviewing the Town's Sign Code.

Review the current Code of Ordinances in conjunction with General Plan update.

Draft text amendments regarding design standards for Recreational Vehicle Parks and Campgrounds, as well as Tiny Houses, will be forwarded to Town Council in February after public hearings before the Planning Commission in early January.

Text amendments regarding recreational marijuana use in Clarkdale were heard by the Planning Commission in October, with final approval by Town Council on November 11, 2020.

Text amendments regarding Tiny Homes and RV Parks and Campgrounds are near completion; Tiny House amendments were approved by Council on February 9th; RV Parks and Campgrounds are under review with Town Attorney.

COMMUNITY DEVELOPMENT, POLICE DEPARTMENT, TOWN CLERK, TOWN MANAGER AND TOWN COUNCIL

1. Research and institute an Annual Clean-up Day for Clarkdale
Due to the recent Executive Orders, this event has not been scheduled.

2. Research and implement a Helping Hands Program
PARKS AND RECREATION, PUBLIC WORKS, POLICE DEPARTMENT AND TOWN MANAGER

GOAL 2) CONTINUE LEADERSHIP ROLES IN COLLABORATIVE EFFORTS IN THE REGION

- A. Continue regional economic development efforts with Verde Valley Regional Economic Development Organization (VVREO), Local First Arizona, Arizona State University Sustainable Cities, Arizona Rural Development Council and Yavapai College
Town Manager, Tracie Hlavinka, is currently a board member for VVREO. Ms. Hlavinka attended board meetings for VVREO on January 3, February 7 and March 6, 2020. Ms. Hlavinka is also on the Long-Range Strategic Planning Committee for VVREO and attended a meeting on January 9, 2020.
-

The Town Manager has been working closely with VVREO to apply for a Broadband grant with the AED. This is in collaboration with all the Verde Valley jurisdictions and has the support of NACOG.

Staff has received a design plan from ASU regarding the Downtown area and the 89A corridor. These findings will be implemented in the General Plan.

Staff is working with ASU to define the fall semester scope of work for the Sustainable Cities Project, should Council decide to fund that project from Designated Funds.

The fall semester projects with ASU consisted of affordable housing, the Sustainability Park, Bitter Creek Bridge, and Smart Towns to analyze broadband needs for school students and Wi-Fi ability at the Town Park and Selna/Mongini Park. There was an additional project added late in the fall regarding the history of Bitter Creek Bridge and the materials used during the construction of the bridge.

CDD staff has met with ASU faculty regarding in-depth affordable housing study for Spring 2021 Semester. This study will be the capstone project for a graduate-level class and will be similar in scope to the Spring 2020 planning class.

CDD Staff continues to work with ASU and the housing study group. Emails have been sent to the stakeholder's list to advise them of upcoming contact from ASU students regarding visioning session.

COMMUNITY DEVELOPMENT AND TOWN MANAGER

B. Coordinate efforts with Yavapai-Apache Nation Tribe for more efficient and effective services

1. Explore opportunities for the Tribe to assist with SRO services.

The Yavapai-Apache Nation Tribe currently has several vacancies on their Police Department. The Town Council approved an agreement between the Clarkdale-Jerome School and the Police Department in June regarding the SRO services.

The Clarkdale Police Command Staff met with the Yavapai-Apache Command Staff in June and were informed they are 9 officers down in staffing and due to the closure of the casino, they see little change in their financial situation for the foreseeable future.

The Town Manager and the Police Chief met with Yavapai-Apache Chairman and YAN Police Chief on November 13, 2020, to discuss Prop 207, COVID-19 operations and staffing changes. The YAN committed to quarterly meetings in the future to keep communication open between the two entities.

2. Partner with Yavapai-Apache Nation Tribe for additional patrol to reduced response time.

The YAN has several vacancies; therefore, the Clarkdale Police Department has been aiding the Nation's Police Department when necessary.

Clarkdale Police Department has increased their assistance to the Yavapai-Apache tribe over the last quarter. The increase has been in large part due to amplified domestic violence related crimes. Our department is also assisting their agency by providing off duty assistance for after-hours security.

POLICE DEPARTMENT

C. Continue partnerships with Clarkdale-Jerome School, PANT, Spectrum, Yavapai County Sheriff, Regional SWAT, Jerome Police Department, Camp Verde Regional Dispatch, Yavapai Apache Police Department, Yavapai College Police Department, GIITEM, and Cottonwood Police Department.

The Clarkdale PD continues to partner with all the aforementioned affiliates. There has been less interaction with the Clarkdale-Jerome School and Yavapai College Police Department due to the pandemic and classes canceled for the school year.

With the recent activity in the nation, the Clarkdale Police Department has expanded their mental health efforts and has taken the lead in joining with all agencies in the county to assess improving services to citizens, with an emphasis on providing better mental health crisis services.

Clarkdale Police Department staff was to testing with the Regional SWAT team in January but it was put on hold due to COVID.

As part of Spectrum we are joining services with Touchstone to enhance our footprint with successful police/mental health services.

Our partnership has grown in all aspects of working with surrounding agencies. Our agency has been instrumental in working with the Clarkdale-Jerome School and their efforts to instruct traditionally and virtually. The chief continues to chair the PANT Board as they have navigated to changing board members and changes in revenues. The chief continues to preside over the Spectrum Board and has been instrumental in their efforts to branch into the metro area and co-respond with police officers to mental health calls. Two officers from our department are scheduled to test for open Regional SWAT positions. Joint training was conducted in Clarkdale and Jerome this last quarter. Regarding the latest homicide in Clarkdale, GITEM, Yavapai College and Yavapai County Sheriff's department worked closely with our agency in the investigation.

POLICE DEPARTMENT

- D. Continue efforts to partnership with the Verde Canyon Railroad to provide riders exposure to the Downtown area.

The Town Manager met with Verde Canyon Railroad on November 6, 2019, to discuss possibilities of partnering next year during the holiday season for activities in the Town park. Met again with the Railroad to discuss traffic issues and crosswalks near the train parking lot. Both Chief Taylor and Public Works Director, Maher Hazine, attended the meeting. Several suggestions came from the meeting and many were implemented to slow traffic as patrons cross from the parking lot across the street.

Town Manager has worked with the Verde Canyon Railroad during the COVID-19 crisis to make sure the train new of recent Mayor's Proclamations and Governor's Executive Orders. She also worked with the train on new marketing for Clarkdale and the train.

Town Manager assisted the Verde Canyon Railroad with continuing to provide rides safely during the pandemic by keeping the Railroad staff abreast of Clarkdale's COVID-19 protocol. Town Manager also provided testing center information to the Railroad.

TOWN MANAGER

- E. Continue to attend Yavapai County Mayors, Managers, Supervisors, Nation biannual meetings and Intergovernmental Meetings.

The Mayor and Town Manager attended the Mayors, Managers, Supervisor, Nation biannual meeting on December 3, 2019. The Town Manager attended the Intergovernmental Meeting in Sedona on January 13, 2020, along with Councilmember Buckley and Councilmember Hunseder. Another Intergovernmental Meeting took place in Jerome on February 20, 2020. Councilmember Regner and Councilmember Hunseder were in attendance. Clarkdale will host a future Intergovernmental Meeting on August 27, 2020.

The Intergovernmental Meetings have been on hold since the start of the pandemic.

TOWN MANAGER AND COUNCIL

- F. Continue Clarkdale representation at regional organizations such as Northern Arizona Municipal Water Users (NAMWU), Northern Arizona Council of Governments (NACOG), Verde Valley Transportation Planning Organization (VVTPO) and Cottonwood AreaTransit.

The Public Works Director has attended these meetings on a monthly basis and continues via Zoom during the COVID-19 pandemic.

Staff still attends these meetings on a monthly basis. The Public Works Director was able to coordinate the 1st Annual Water User Leadership Forum (WULF) event to be held in Clarkdale. Further determination on an in-person event will be made at a later date due to COVID protocol.

PUBLIC WORKS

GOAL 3) RECOGNIZE AND PRESERVE CLARKDALE'S HISTORY

A. Apply for a "Certified Local Government" designation from the State Historic Preservation Office (SHPO) **In Progress**

1. Research steps on obtaining a "Certified Local Government" designation.

Community Development has been working with SHPO to outline what the appropriate steps are for the Town of Clarkdale. The historical property inventory, which already exists, is being updated. Community Development is scheduling a meeting with Dan Ryden, who worked closely with the Town on their original application for historic designation.

Establishing a Historic Preservation Commission at the July 28th Town Council meeting.

The initial meeting of Historic Preservation Commission was held November 19, 2020. Regular meetings will begin after first of the year.

Certified Local Government Contract will be on the February 23, 2021 Council agenda for discussion and approval.

2. Work with a Certified Local Government Coordinator to assist with the application process.

The next steps will be a discussion of the ordinance and going through the approval process. This will take place in the fall. The most divisive issue will likely be the inclusion of the historic residential neighborhoods, as their inclusion will impose additional design guidelines and review processes for changes to listed homes. As a result, we will need a vigorous and complete public review process to ensure buy-in and support from a majority of the owners of historic residential properties.

Staff is working with SHPO to apply for designation.

Staff has been in regular contact with SHPO. As SHPO has a new attorney, all legally binding agreements are under review and revision, including the Certified Local Government documentation. As soon as SHPO has approved documents, staff will proceed with adoption of the contract.

CLG Contract will be before Council on February 23, 2020.

3. Apply to the State Historic Preservation Office (SHPO) for the Certified Local Government designation. **Complete**
As soon as the Historic Preservation Commission is created and members are appointed, the Town can submit application.

Once SHPO Attorneys have approved the documents, the contract will be brought back to Town Council for adoption.

Certified Local Government Contract will be on the February 23, 2021, Council agenda for discussion and approval.

3. Continue to preserve the historic integrity of the Town Complex facilities to maintain the historic nature of the structures.
As the Public Works Department continues to do renovations and upgrades on our historic Town Complex, they remain committed to ensure the historic aspects are preserved.

Historic Preservation was discussed in the Community Design element of the General Plan Review and will be evaluated in detail as part of the Historic Preservation element.

COMMUNITY DEVELOPMENT, PARKS AND RECREATION, PUBLIC WORKS AND TOWN MANAGER

GOAL 4) MAINTAIN A QUALITY WORKPLACE FOR EMPLOYEES

- A. Develop and implement new grant procurement guidelines and procedures. **Complete**
Finance has been in contact with the Town Auditors to review and consult on the new Uniform Guidance policies. ASU has delivered a Capstone project to Springerville, AZ with recommendations to be used in the updating of these policies. As recommended by the Auditors, staff will be using the ASU template for Clarkdale's Uniform Guidance on Grants.

The Financial Operations Guide (FOG) has been updated with new Uniform Guidance requirements.

FINANCE DEPARTMENT

- B. Streamline the Budget Process to include all department heads.
This was a difficult task with the Coronavirus restricting contact with department heads. Staff attended budget meetings via Zoom to review the current and FY20-21 budget. All were involved in decisions for reduction and prioritizing.

With the adoption of the Final Budget, we have included all departments in the complete process.

FINANCE DEPARTMENT AND TOWN MANAGER

- C. Explore the use of tablets for Councilmembers to conduct official Town business including agenda packets. **Complete**

A Chrome book was purchased to explore the possibility of distributing one to each Council member for Town business and to access the Council packet. This was in an effort to provide efficiency for the Town Clerk when preparing Council meeting packets and to minimize costs for paper, printing, and administrative time. This is a Designated Fund expense that will be reconsidered by Council when the funding is available.

Due to COVID-19 pandemic, designated fund expenses have been temporarily tabled and will be revisited at a more appropriate time.

All designated funds were placed as contingent in the budget to monitor revenues and the budget during the National pandemic. The Council allocated \$10,000 from designated funds for this purpose.

All of Town Council have received their laptops and are utilizing for Town business.
TOWN CLERK, INFORMATION TECHNOLOGY CONSULTANT AND TOWN MANAGER

- D. Explore and design an Employee Wellness Program.

1. Partner with Kairos to develop wellness checks/fair

Mobile mammograms and bone density screening were scheduled for employees in early April, but due to COVID-19 both had to be cancelled. The screening opportunities will be scheduled for the fall.

HR is working with Kairos to schedule screenings for the Fall. Date to be determined in September or November.

Due to COVID-19, availability of wellness services was limited; however, the Town partnered with Town of Camp Verde to offer mobile mammograms and bone density screening on 10/7/2020. We also hosted an on-site flu shot clinic on 10/9/2020. Challenges related to the scheduling and communication of these events has been shared with Kairos.

Town of Clarkdale employees and their dependents were invited on 1/11/21 for mammograms and bone density screenings hosted by the City of Cottonwood.

The Town Manager, Human Resources Manager and Mayor have been working diligently with AZDHS and Spectrum HealthCare to secure COVID-19 vaccinations for our essential workers who elected to participate. Many have already received their vaccination; those remaining should have an appointment scheduled in the next two weeks with Spectrum.

2. Continue communication with Risk Management for resources
Human Resources, Town Clerk and the Town Manager communicated with Risk Management after the Officer involved shooting in Clarkdale.
3. Develop some wellness opportunities for staff throughout the year.

Neither Kairos or AMRRP currently offer any Wellness programs; however, both are planning to do so in the future. This may be a great opportunity for Clarkdale to participate in a pilot program to assist either with development.

On June 22, 2020, the HR Manager attended an online demo through Kairos of the BCBS ShareCare online wellness platform. Additional information about this new benefit is still pending.

On November 12, 2020, we were notified that the Kairos board approved a change in Kairos's network from Blue Cross Blue Shield of Arizona to UnitedHealthcare, with UMR as the claim's administrator. This change will take effect on July 1, 2021. Pharmacy services will remain with MaxorPlus. Finance, HR and the Town Manager met with Kairos on November 20, 2020, for our annual review and updates. We expressed our concerns about making a change, particularly in the network of providers. Kairos assured us that they have done due diligence and confirmed a 99% coverage overlap with our current BCBS network. They provided insight into the rising costs of healthcare and explained that UMR will provide oversight that is lacking under BCBS. UnitedHealthcare offers more wellness opportunities but they have not finalized the details for what Kairos will select.

No additional information from Kairos regarding wellness under UnitedHealthcare. We are expecting updates in the next month including specifics on rates and benefits that will be available for 2021-2022.

FINANCE DEPARTMENT

GOAL 5) MAINTAIN TRANSPARENCY

A. Update Financial Operations Guide and Town Code where applicable.

The Town Code was updated and decodified on February 25, 2020, during a Town Council Special Meeting. Amendments to the Town Code are on-going.

Finance continues to review the Financial Operations Guide, focusing on the Payroll and Travel and Training sections of the guide.

The Financial Operations Guide (FOG) has been updated with new Uniform Guidance requirements.

Town Clerk continues to strive for transparency in meetings and providing public access to any and all information. Public records processes have been developed to provide expeditious delivery of records and ongoing communication with citizens that request public records.

FINANCE DEPARTMENT AND TOWN CLERK

The Public Works Department has updated their cash handling procedures and will be developing written policies.

B. Develop a Work Plan with Town staff. **Complete**

1. Put Strategic Plan on Town website.

The Town Council Work Plan document was posted to the Town website on April 27, 2020. The document is located under the "Mayor and Council" webpage on the Town website.

The second update to the Town Council Work Plan will be posted to the Town website after the Town Council Meeting on August 25, 2020.

2. Provide quarterly updates to Town Council on Work Plan objectives and Strategic Plan goals.

Due to the recent events of the Coronavirus pandemic, the Town Council Work Plan Update is behind schedule. A presentation on the current updates will be made to the Town Council on May 14, 2020.

A presentation on the second updates will be made to Town Council on August 25, 2020.

The third quarter update will be made to Town Council at the January 12, 2021, Town Council Meeting.

ALL DEPARTMENTS

- C. Implement new policies and procedures for Town Staff and the Police Department.

1. Review current Town policies

Several Town policies have been reviewed by staff in the recent months. The Police Department has updated the Police Department Policy handbook to reflect current best practices for law enforcement.

The Town's Personnel Policy manual is currently under review in its entirety.

The Personnel Policy manual continues to undergo extensive review with the intent of bringing it to Council in its entirety. In the meantime, we are consulting with AMRRP's free employment attorney consultants for guidance on administering current policies. HR continues to track updates to new COVID-related policies as they are released by the DOL.

The Police Department will go through a State Audit Review of Policies in 2021. The Audit is intended to provide law enforcement agencies in the state with commonly accepted best practices and industry standards for efficient, effective, productive and quality operations.

75 boxes of permanent records were moved from the Community Development Department attic to the Records Room. This will assist with inventory, maintenance and public record searches.

2. Draft new policies i.e. inclement weather, work place violence and hiring procedures. The Human Resource Manager has drafted an emergency closure policy, the Emergency Sick Leave and expanded FMLA policy related to COVID-19, and weapons/workplace violence. The Employee Policy manual is being reviewed in its entirety to determine what policies are out-of-date, no longer legal or not valid. This policy will come before the Town Council when completed.

HR implemented a Remote Work policy and forms to accommodate ongoing work-from-home needs during the pandemic. Parks and Recreation has been collecting sample Social Media policies to create something that is clear and concise for staff.

The Town has elected to extend the COVID-19 Emergency Sick Leave and expanded FMLA policies through 3/31/2021 to ensure that staff can and will stay home when sick.

ALL DEPARTMENTS

D. Draft and implement a Town Code of Ethics Policy. **Complete**

1. Review other municipalities Code of Ethics.

The Town Manager and Town Clerk have reviewed several different municipalities regarding Ethics Policies. Staff is working to develop a draft policy to present to Council in the near future.

2. Schedule a Work Session with the Town Council to discuss the policy.

A Work Session was conducted on July 14 at the Town Council Meeting. Council requested language in the policy reflect allowing candidates to obtain signatures at non-Town sponsored events within Town facilities.

3. Adopt a Town Code - Code of Ethics Policy.

Town Council reviewed the drafted Code of Ethics Policy at the July 14, 2020 Council Meeting. One change was requested. The document will come back to the Council for approval in September 2020 for final approval.

Town Clerk provides new Code of Ethics policy to all new Council members and members of Boards and Commissions as part of their on-boarding. In addition, ongoing training is provided for new public officials that include a section on our Code of Ethics policy.

The Personnel Policy manual continues to undergo HR and legal review. Moving forward, the Town Manager and Human Resources Manager will be meeting weekly to edit and update policies individually.

TOWN CLERK, TOWN MANAGER, AND TOWN COUNCIL

GOAL 6) ENHANCE MARKETING, COMMUNICATION AND ECONOMIC
DEVELOPMENT FOR CLARKDALE

- A. Improve social media outreach to increase public awareness regarding Town meetings, events, activities and facility rentals.

1. Enhance the social media presence on Facebook, Twitter, Instagram and new social media platforms.

There have been numerous updates to the Town website during the last several months. An Employee Portal was initiated on the website to provide information to Town employees. A dedicated page was created for COVID-19 to provide factual information to Clarkdale residents. The Town of Clarkdale Instagram account was reactivated and has started pushing information out. Our Facebook page has been instrumental in keeping the public aware of Town operations, social distancing requirements, and U.S and State guidelines for returning to some semblance of normal.

Staff has increased the number of social media posts per week to promote things like: Road construction updates, elections information, local organization support, CJES, CDBA, etc., employment opportunities, COVID 19 messages and updates, Department public notices and special meetings, General Plan updates, Census marketing/updates, Shop local promotion for businesses, Small Talk news and Citizen Surveys.

General Plan Updates have been added to the Town website and Facebook.

2. Assess facility rental rates and marketing opportunities.

- a. Gather data to access the true and complete cost associated with facility rental.
b. Develop new rate structure to cover the cost of doing business.

Public Works has utilized the M-Plus, an online application system, to track costs and determine an accurate rate structure.

- c. Develop a marketing strategy to increase rentals.

Staff has been doing some research and speaking with some outside resources to explore ways to make the rental facilities self-sufficient.

- d. Use technology to create user friendly options for public use.

With the recent pandemic causing everyone to think outside the box regarding technology, the Town has implemented an Employee portal on the Town website. Promoted several services to the Town website. Created a COVID-19 dedicated page for updates and resources. Parks and Recreation have developed a virtual tour of Town rental facilities.

A 360-degree video of each available space to rent in the Clubhouse has been created and posted on the website. Potential renters can now do a virtual tour of the facility.

PARKS AND RECREATION, POLICE DEPARTMENT, COMMUNITY DEVELOPMENT AND PUBLIC WORKS

- B. Bring more awareness to the trail systems within Clarkdale and show connectivity to future trail systems.

1. Produce a map showing trails and future connectivity

Town staff has worked cooperatively with the Verde Front Trails Committee to conceptualize future trail connectivity. The Mayor, Town Manager, Community Development Director and Project Manager for Community Development walked the trail system on January 15, 2020 to discuss possible trails. The Project Manager has presented a Trails and Connectivity Plan to the Parks and Recreation Committee in

March of 2020. Although some maps have been developed they are in the preliminary stages to help with trail planning not public engagement at this time.

A presentation regarding trails was made to the Town Council on May 12, 2020. Staff is now working on a map to show current and future trail connectivity.

No additional action has been taken on the trails map due to staff learning many current trails are not official due to crossing private property. Staff is awaiting property owner permissions. However, staff continues to work with Verde Valley Bike/Ped organizations to promote regional connectivity, and will continue to include recommendations for bike/ped enhancements in the General Plan.

2. Place map of trail system on kiosks at Lower TAPCO and Tuzi RAP.

PARKS AND RECREATION AND COMMUNITY DEVELOPMENT

- C. Continue to explore the feasibility of Broadband in Clarkdale
1. Establish with the APS Strategic Fiber Senior Manager to partner with APS when the new substation is constructed.
The Town Manager has been working with VVREO and the municipalities in the region to update Verde Valley the Broadband Study done in 2015 by VVREO. This study by GSW has been shared with the Arizona Commerce Authority to leverage the regions opportunity for grants with the Economic Development Administration (EDA). Several meetings have been conducted with the ACA, GSW, NACOG, VVREO and the Regional Broadband Action Team to prepare for grant submittal.
 2. Continue working with Sparklight, formerly Cable One, to optimize putting infrastructure in rights-of-way.
The Town Manager has initiated a Broadband Action Team (BAT) to assist with engagements with broadband vendors. This BAT group will be instrumental when future discussions take place after the pandemic, due to the need for broadband advancements in rural areas of Arizona.

COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER

- D. Create and host a Clarkdale Civic Academy, Clarkdale Youth Advisory and Citizen Police Academy
1. Create sessions for residents and students to attend for information and opportunities
The Clarkdale Civic Academy is structured, formatted and ready to go for the next available date. Inaugural academy was postponed due to COVID-19 however there were 14 delegates who applied and were accepted. The Civic Academy will include six classes presented by the various Town departments. A copy of the preliminary schedule is attached.

The Clarkdale Police Department began their inaugural citizens academy in February 2020. By the end of March, the academy was postponed due to COVID-19. When safe, the academy will resume.

Town Clerk has retained applications from the previous year for eligibility for inclusion in the next Civic Academy planned for the Spring 2021.

Staff decided based on the amount of time lapsed from the 1st academy, it would be best to invite all attendees from the 1st academy back to be included with the 2nd academy. The first part will be a review for those who attended the 1st academy.

2. Work with the Clarkdale-Jerome School and Mingus Schools to develop a Youth Advisory Group

This project has been postponed due to the Coronavirus and school canceled for the school year.

ALL DEPARTMENTS

E. Provide water/wastewater infrastructure along 89A for future residential and commercial growth.

The Town is in possession of a finalized proposal for the work, but stopped the project till assessments are done on the economic impact for the Town and the fiscal year budget.

The Public Works Department is in the process of re-initiating coordination with the contractor to award the contract. This item was approved by the Town Council on January 14, 2020.

1. Review feasibility study and evaluate current infrastructure

Work on this project has begun and should be completed by the end of the Fiscal Year 20/21.

2. Work with consultant engineer to devise plan for future infrastructure on 89A

A draft design is in the works and scheduled for completion closer to May.

3. Present findings to Town Council and discuss recommendations

PUBLIC WORKS

F. Develop plan for Centerville Road Extension

1. Complete acquisition of land as set forth in Second Amendment to Development Agreement with Mountain Gate Clarkdale LLC

There has been discussion with two (2) of the three (3) property owners regarding acquisition for Centerville Road. One (1) owner has already agreed to the conditions. Discussions continue with the other two (2).

Responses from heirs of Gallego have not responded to requests for conversations. Staff will continue to reach out to them.

Despite staff's repeated attempts to communicate with the heirs of Gallegos, there has been no reciprocity by the heirs. Staff has entered into negotiations with Mountain Gate Clarkdale, LLC to negotiate a Third Amendment to the Development Agreement that provides for alternatives to the initial obligations to complete the Centerville Road Extension.

Per Town Council recommendation, the extension of Centerville Road is being delayed until development of the commercial corridor along 89A occurs. In the meantime, Staff is working with Mountain Gate Clarkdale, LLC to amend the developer agreement to allocate funds towards other projects that would provide pedestrian access from Mountain Gate Development to the Town's Main Park (via Clarkdale Parkway) as well as enhance Park amenities at the Selna/Mongini Park.

2. Coordinate, review and approve the design for the extension of Centerville Road. Town is waiting on the developer from Mountain Gate to make a formal submittal. This will be done after all three (3) parcels are obtained to construct the roadway.

Staff is coordinating with MGC regarding alternatives to the Centerville Road Extension and expects to have a mutually beneficial Third Amendment early in Q1 of 2021. CDD staff have been working with the developer to map bike/ped trails throughout recreational and HOA-controlled tracts.

Town Council concluded the Centerville Road extension needs to be a focus once commercial development occurs on 89A. The Town staff is working with Mountain Gate LLC to draft a third amendment to the developer agreement to specify other projects in lieu of the construction and land acquisition for Centerville Road.
COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL

G. Plan and fund major infrastructure improvements

1. Determine if Opportunity Zone designation is possible

The federal Opportunity Zones program allows each state's governor to nominate up to 25 percent of the qualifying low-income Census tracts as Opportunity Zones. It was created under a provision of the Tax Cuts and Jobs Act, which was signed into law December of 2017. Investors who reinvest capital gains monies in Opportunity Zone funds will receive reductions on capital gains taxes relative to the years of their investment. The Arizona Governor's Office and the Arizona Commerce Authority worked with local governments, tribal communities, and counties to decide which census tracts would be submitted for consideration by the federal government. Based on nominations of eligible census tracts by the Chief Executive Officers of each State, Treasury has completed its designation of Qualified Opportunity Zones. As of April 9, 2018, all of Arizona's 168 submitted tracts became officially designated as Opportunity Zones. Each State nominated the maximum number of eligible tracts, per statute, and these designations are final. The statute and legislative history of the Opportunity Zone designations, under IRC § 1400Z, do not contemplate an opportunity for additional or revised designations after the maximum number of zones allowable have been designated in a State or Territory. Therefore, Clarkdale cannot ask for an opportunity zone designation at this time. Staff will continue to monitor this process for the next submission.

2. Research Freeport-McMoRan Foundation Grants for Economic Development

Freeport is also experiencing a decline in revenue due to the Coronavirus and the copper market in the negative. Grant opportunities have halted at this time.

Funding was available prior to COVID; however, downturns in the economy and copper market have reduced available funding.

3. Partner with APS and Unisource for funding sources
4. Apply for ACA and USDA Rural Development Funding

At this time, there are no specific projects to pursue funding.

COMMUNITY DEVELOPMENT, PUBLIC WORKS, TOWN MANAGER AND TOWN COUNCIL

H. Continue to work with resources to assist with economic development opportunities in the downtown area, on the 89 Bypass and Broadway

1. Work with the spring semester Arizona State University students to develop a report to address economic opportunities in these areas.

Hosted a kick-off meeting with ASU on January 6, 2020. Attended a planning workshop virtually with ASU students on January 15, 2020. Hosted a site visit with the students to expose them to Clarkdale and tour the downtown area and 89A. Met numerous times with the Sustaining Cities project manager and the ASU Engineering class throughout the spring semester. A Project Cities Kickoff event was hosted on January 31, 2020 to get feedback from Clarkdale stakeholders. The information obtained during this meeting will be utilized in a final report from ASU. Twenty-eight stakeholders attended this meeting on a Friday night. The Project Cities Showcase was held virtually on April 29, 2020. Several Clarkdale residents and Town Council attended the showcase where students presented their findings. This was a great presentation and will prove to be very helpful to the Town as we update the General Plan.

ASU plans to provide a digital copy of the final summary report by the end of July. Print documents will then be ordered and distributed by ASU at a later date. This summary report will be used as an appendix to the General Plan to provide additional guidance for the Downtown area and the SR89A Corridor.

The General Plan committee will recommend adoption of Chapters 5 and 6 of the report as Specific Area Plans for Downtown and SR 89A.

2. Work with Elliot D. Pollack & Company to explore housing adequacies and opportunities for Clarkdale.

Town Manager attended a Regional Housing Meeting on February 12, 2020. This project has been slowed by the Coronavirus.

This has been put on hold during the COVID-19 pandemic.

A housing survey has been drafted and will be sent out in January 2021. There will also be material put on all the Town/City websites participating. The Mayor and I will speak with large employers to encourage employees to fill out the survey. In addition, staff has been working with ASU faculty to engage a graduate-level class to develop a detailed Housing Affordability plan for Clarkdale. This project will be similar in scope and nature to the Spring 2020 Community Planning project.

Community Development conducted a project kick-off meeting on January 29, 2021, with ASU students participating in the Sustainable Cities Project. There was also a housing survey conducted in January in conjunction with all the Verde Valley Municipalities. Clarkdale sent information regarding the survey to all businesses and promoted it on the Town's website and social media. The survey closed on January 31, 2021 with 2400 responses.

Implement the Downtown Parking Study adopted by the Town Council for the downtown area.

A work session was conducted with the Town Council on March 26, 2019 to discuss future direction for the Downtown Parking Study. Staff presented several options to the Town for consideration. Town Council revisited the Parking Study for action on December 10, 2019. During this meeting Council noted they preferred a parking design concept that allowed for continued two-way traffic on Main Street and addressing local businesses concerns. Public Works Director, Maher Hazine, committed to removing the two-hour parking signs from the eastbound lane of Main Street. The parking plan presented at the meeting consisted of 156 parking spaces. The Town Council approved the Downtown Parking study with a unanimous vote.

Paving work in the Downtown area is complete. Striping according to the parking study will be done with a USDA grant received in the amount of \$35,000.

3. Conduct a Reclaimed Water Feasibility Study to assist with finding a reclaimed water user and reduce the amount of potable water use.

The Public Works Department is in the process of re-initiating coordination with the consultant to award the contract. This item was approved by the Town Council on January 14, 2020.

Staff will be discussing this topic during the annual Strategic Planning Meeting on February 16, 2021.

COMMUNITY DEVELOPMENT, PUBLIC WORKS AND TOWN MANAGER